



from Warner Bros.

ADVERTISING ★ PUBLICITY ★ EXPLOITATION

Come on in
...to the dangerous little place where
two women and a man live a kind of
modern madness they call love.



This is
RICHARD BURTON
in the most dynamic
performance seen in years!

WARNER BROS.
PRESENT



*The Critics' Prize play of New York
and London that shattered the
conventional world!*

STARRING

RICHARD BURTON · CLAIRE BLOOM · MARY URE

The husband – an angry young man

is the actress without a home

is the young wife
who invited her to stay

The story that peels bare the raging emotions of today's angry young generation!

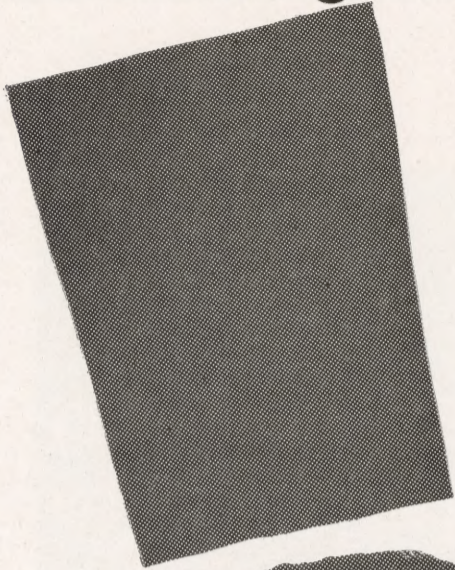
ALSO STARRING DAME EDITH EVANS · GARY RAYMOND • Screenplay by NIGEL KNEALE • Based on the play by JOHN OSBORNE • Produced by HARRY SALTZMAN • Directed by TONY RICHARDSON



MAT 403—4 col. x 9 inches (500 lines)

As Sensational on the Screen
As The Sensation-Loaded Stage Smash!

The prize play that became a battle cry for a raging generation of angry young men... that pulls you into the smoke and jazz of their unconventional world and shows you the shocking madness they call love...



**LOOK
BACK
IN
ANGER**

This is
**RICHARD
BURTON**
in the
most
dynamic
performance
seen in
years!



PRESENTED BY **WARNER BROS.**

STARRING

**RICHARD
BURTON**

The husband —
an angry young man



**CLAIRE
BLOOM**

is the actress
without a home



**MARY
URE**

is the young
wife who
invited her to stay



ALSO STARRING DAME EDITH EVANS · GARY RAYMOND

Screenplay by NIGEL KNEALE · Based on the play by JOHN OSBORNE · Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON



MAT 308—3 col. x 11 $\frac{1}{8}$ inches (498 lines)

**LOOK
BACK
IN
ANGER**

It's as
sensational
on the
screen
as the
sensation-
loaded
stage
smash!

...and critics
said the play
was like a
two-hour jolt
in the
electric chair!

This is
**RICHARD
BURTON**
in the most
dynamic
performance
seen in
years!



From **WARNER BROS.** the story that peels bare the raging emotions of today's angry young generation!

STARRING

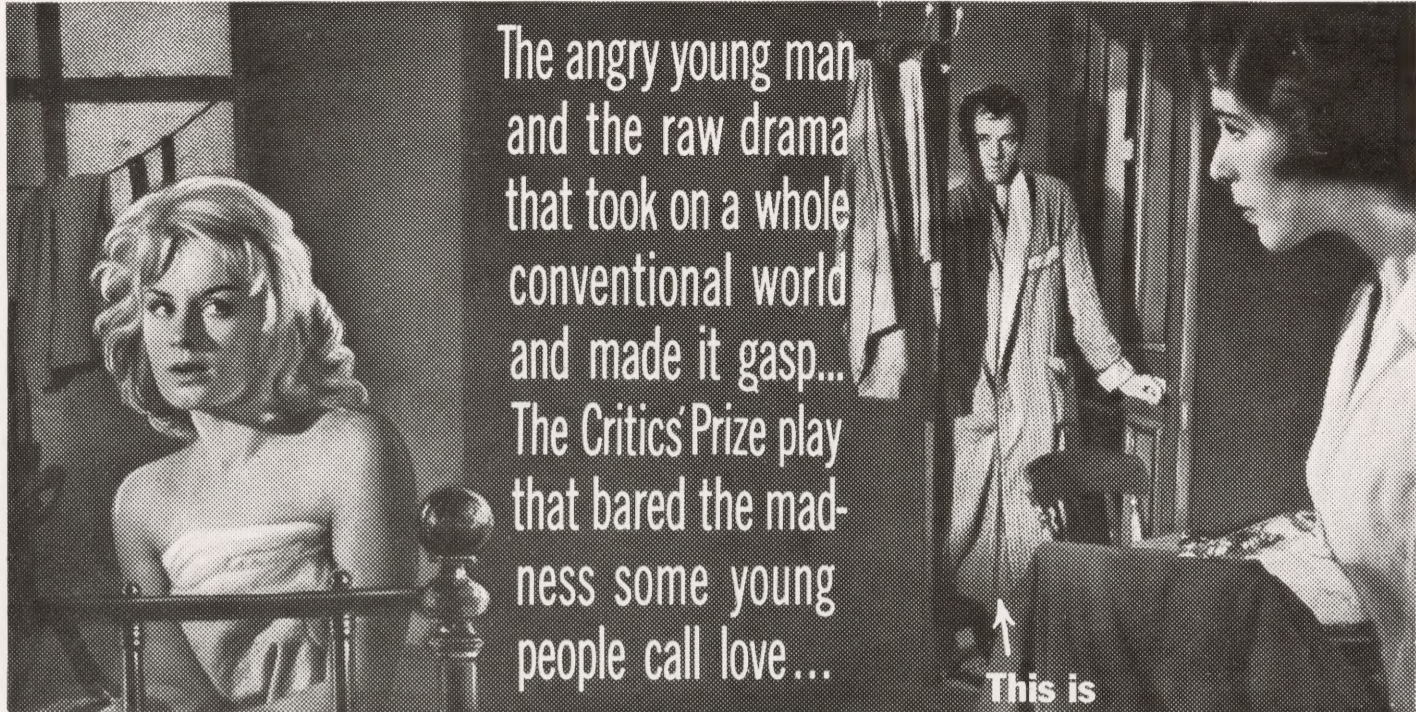
**RICHARD. CLAIRE. MARY
BURTON. BLOOM. URE**

ALSO STARRING

DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE
Based on the play by JOHN OSBORNE · Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON



MAT 205—2 col. x 9 $\frac{3}{8}$ inches (262 lines)



The angry young man
and the raw drama
that took on a whole
conventional world
and made it gasp...
The Critics' Prize play
that bared the mad-
ness some young
people call love...

↑
This is

RICHARD BURTON
in the most dynamic
performance seen in years!

*It took two women to make
this marriage... and a man
so bursting with rage, his
kiss was like a blow!*



PRESENTED BY
WARNER BROS. STARRING

RICHARD BURTON

The husband — an angry young man



CLAIRE BLOOM

is the actress without a home



MARY URE

is the young wife
who invited her to stay



ALSO STARRING DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE · Based on the play by JOHN OSBORNE · Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON



MAT 401 — 4 col. x 6 3/4 inches (380 lines)

Come on in
...to the dangerous little place where
two women and a man live a kind of
modern madness they call love.



↑
This is
RICHARD BURTON
in the most dynamic
performance seen in years!

WARNER BROS.
PRESENT



*The Critics' Prize play of New York
and London that shattered the
conventional world!*

STARRING
RICHARD BURTON · CLAIRE BLOOM · MARY URE

The husband — an angry young man

is the actress without a home

is the young wife
who invited her to stay

The story that peels bare the raging emotions of today's angry young generation!

ALSO STARRING DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE · Based on the play by JOHN OSBORNE · Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON

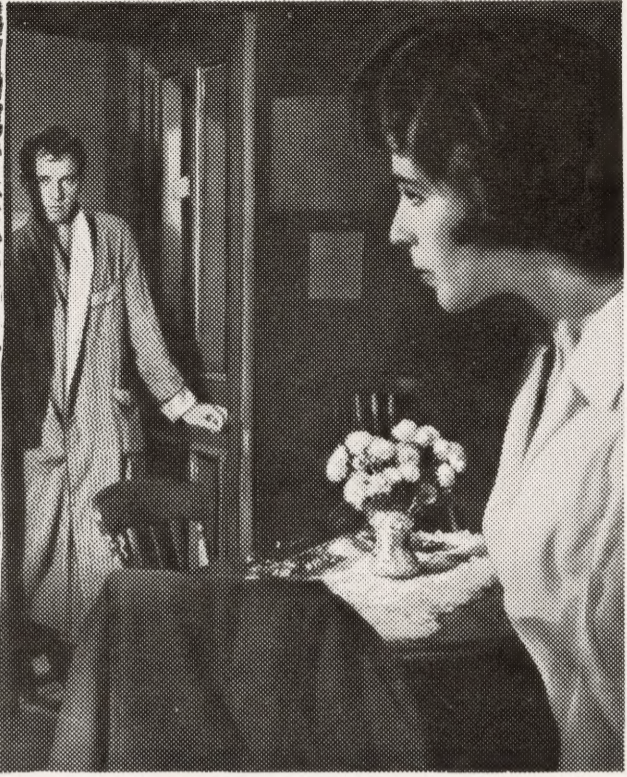


MAT 302—3 col. x 6 5/8 inches (279 lines)

**They said it couldn't be done but
'Look Back in Anger' is on the screen—
and just as sensational as the sensation-loaded play!**



... the dangerous little place where two women and a man live a kind of modern madness they call love.



RICHARD BURTON · CLAIRE BLOOM · MARY URE

in the most dynamic performance seen in years!



The story that peels bare the raging emotions of today's angry young generation!

The Critics' Prize play of New York and London that shattered the conventional world!

PRESENTED BY **WARNER BROS.** ALSO STARRING DAME EDITH EVANS · GARY RAYMOND Screenplay by NIGEL KNEALE · Based on the play by JOHN OSBORNE Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON



MAT 402—4 col. x 8 1/4 inches (460 lines)

"LOOK BACK IN ANGER"

'IT'S LIKE A 2-HOUR JOLT, IN THE ELECTRIC CHAIR

...That's what a critic said about the play and the picture's even more jolting!



The story that peels bare the raging emotions of today's angry young generation!

PRESENTED BY **WARNER BROS.** STARRING

RICHARD BURTON **CLAIRE BLOOM** **MARY URE**

The husband — an angry young man is the actress without a home is the young wife who invited her to stay

ALSO STARRING DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE Based on the play by JOHN OSBORNE · Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON



MAT 301 — 3 col. x 5 1/2 inches (228 lines)

THE STORY THAT PEELS BARE THE RAW EMOTIONS OF TODAY'S ANGRY YOUNG GENERATION



This is **RICHARD BURTON** in the most dynamic performance seen in years!

WARNER BROS. present it as sensationally on the screen as the sensation-loaded stage play!

STARRING **RICHARD BURTON · CLAIRE BLOOM · MARY URE**

ALSO STARRING DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE Based on the play by JOHN OSBORNE · Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON



MAT 204 — 2 col. x 5 3/4 inches (160 lines)

THREE TEASER ADS

LOOK BACK IN ANGER

LOOK FORWARD TO SHOCK!



The stage sensation is on the screen!
From **WARNER BROS.**

MAT 206 - 2 col. x 3 3/4 inches (100 lines)

— BOLD! —

The stage sensation is on the screen!



From **WARNER BROS.**

MAT 203 - 2 col. x 3 3/4 inches (100 lines)

The stage sensation is on the screen!



FROM **WARNER BROS.**

MAT 102
1 col. x 8 inches (112 lines)

“SHOCKING, AN INSULT!”

— that's what 'conventional' people said when this strident, roaring rage of a drama rocked London and New York! Its story of 'marriage for three' has been damned, hailed and denounced.

But no one that's seen it has ever forgotten it.



This is **RICHARD BURTON** in the most dynamic performance seen in years!



PRESENTED BY **WARNER BROS**

STARRING

RICHARD BURTON

The husband — an angry young man



CLAIRE BLOOM

is the actress without a home



MARY URE

is the young wife who invited her to stay



ALSO STARRING DAME EDITH EVANS • GARY RAYMOND • Screenplay by NIGEL KNEALE • Based on the play by JOHN OSBORNE
Produced by HARRY SALTZMAN • Directed by TONY RICHARDSON



MAT 304 - 3 col. x 9 inches (390 lines)

**“THE AUDIENCE
WAS JOLTED
AS IF THEY'D
BEEN SITTING
FOR 2 HOURS
IN AN ELECTRIC
CHAIR”**

*That's what a reviewer said about
the stage sensation - and it's
twice as jolting on the screen!*



This is
**RICHARD
BURTON**
in the most
dynamic
performance
seen in
years!

It was a marriage only in the animal moments—in between it was a madness...

PRESENTED BY **WARNER BROS.** STARRING

**RICHARD
BURTON**

The husband—
an angry young man



**CLAIRE
BLOOM**

is the actress
without a home



**MARY
URE**

is the young wife
who invited her to stay



ALSO STARRING
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MAT 307—3 col. x 10 inches (417 lines)

Once in a great while a work catches the temper of its time it gives a name and a voice to a whole generation. Such a work defined the raging spirit of the young men who are now called The Angry Young Men. That work, a prize play in New York and London, is now a motion picture to shock the conventional world. It is called



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BURTON**

The husband—
an angry young man



**CLAIRE
BLOOM**

is the actress
without a home



**MARY
URE**

is the young
wife who invited

ALSO STARRING
DAME EDITH EVANS • GARY RAYMOND • Screenplay by NIGEL KNEALE • Based on the play by JOHN OSBORNE
Produced by HARRY SALTZMAN • Directed by TONY RICHARDSON

MAT 306—3 col. x 9 3/4 inches (411 lines)



All material in this pressbook has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America.

**LOOK FORWARD
TO SHOCK
-UNEMBARASSED
AS A BEDSHEET...
THIS IS THE WAY
SOME PEOPLE LIVE
NOW...AND SOME OF
THE CRAZY WAYS THAT
PASS FOR 'MARRIAGE'**

This is
**RICHARD
BURTON**
in the
most
dynamic
performance
seen in
years!



**LOOK
BACK
IN
ANGER**



PRESENTED BY
WARNER BROS.

*From the International stage hit
that rocked the conventional world!*

STARRING

**RICHARD
BURTON**

The husband—an angry young man



**CLAIRE
BLOOM**

is the actress without a home



**MARY
URE**

is the young wife
who invited her to stay



ALSO STARRING DAME EDITH EVANS • GARY RAYMOND • Screenplay by NIGEL KNEALE • Based on the play by JOHN OSBORNE
Produced by HARRY SALTZMAN • Directed by TONY RICHARDSON

MAT 305—3 col. x 9 3/4 inches (408 lines)

The Cast . . .

Jimmy Porter RICHARD BURTON
Helena Charles CLAIRE BLOOM
Alison Porter MARY URE
Mrs. Tanner DAME EDITH EVANS
Cliff Lewis GARY RAYMOND
Colonel Redfern Glen Byam Shaw
Mrs. Redfern Phyllis Neilson-Terry
Hurst Donald Pleasence
Miss Drury Jane Eccles
and members of the English Stage Company

The Credits . . .

Produced by Harry Saltzman
Directed by Tony Richardson
Screenplay by Nigel Kneale
Additional Dialogue by John Osborne
Based on the play by John Osborne
Director of Photography Oswald Morris, B.S.C.
Art Director Peter Glazier
Film Editor Richard Best
Sound Recordists Cecil Mason and Len Shilton
Music Coach Lambert Williamson
Music by Chris Barber and his Band
Trumpet Pat Halcox
Supervised by John Addison
"Music Hall Song"—Music by Tom Eastwood
Recording Director A. W. Lumkin
Production Mgr. Al Marcus
Costume Designer Jocelyn Rickards
Makeup Eric Aylott
Hair Stylist Polly Young
Scenario Editor Frederick Goffurt
Assistant Director Ross MacKenzie

A Woodfall Film
Distributed by Warner Bros.

The Billing . . .

Warner Bros.	25%
Pictures Presents	
RICHARD BURTON	100%
CLAIRE BLOOM	100%
MARY URE	50%
in	
"LOOK BACK IN ANGER"	100%
Also Starring	
DAME EDITH EVANS 50%	Produced by
GARY RAYMOND 50%	Harry Saltzman 15%
Screenplay by	Directed by
Nigel Kneale 15%	Tony Richardson 15%
Based on the play by	Distributed by
John Osborne 15%	Warner Bros. 25%

The Story . . .

(Not for Publication)

In a tiny, cramped top-floor flat in a dismal northern town live Jimmy Porter (RICHARD BURTON) and his wife Alison (MARY URE). Jimmy is restless, unpredictable, see-sawing between a nagging, despairing attitude toward life which nearly drives his young wife to distraction and a passionate fervour which is equally unnerving.

Acting as a catalyst in this explosive atmosphere is Cliff (GARY RAYMOND) who shares the flat with the Porters and who assists Jimmy on the sweet-stall in the nearby market which provides both their livelihoods.

Cliff is alert to the situation which Jimmy seems unable to realize—that his attitude is steadily wrecking his marriage. For Alison wed her unstable husband only against great opposition from her parents—a fact which Jimmy never lets her forget in his ceaseless condemnation of the upper middle class level of society.

Jimmy has his kinder side, obscure though it may be, and reveals it when he is visited by Ma Tanner (DAME EDITH EVANS), a kindly old cockney woman who set Jimmy up with his sweet-stall and who now lives in London. Alison finds herself wholly incapable of telling her husband the news which could prove the turning point in their marriage—that she is expecting a baby.

The atmosphere is made yet more uncomfortable when Alison invites a young actress, Helena (CLAIRE BLOOM), to stay with them whilst appearing in a play at the local theatre. Jimmy hates Helena. Hates her coolness, elegance and self-assurance. And such is his hate that one feels it could easily brim over into passion.

Now that she has the comfort of Helena, Alison realizes she can no longer

live with Jimmy. She leaves just as Jimmy is preparing to leave for London in response to a message that Ma Tanner is dying. He makes a last appeal to Alison to stay with him but she refuses.

Returning from London following the death of Ma Tanner, Jimmy feels even more alone and insecure when he finds Alison has left him. Helena has stayed on, however, and drawn together she and Jimmy find beneath their hate for each other a smoldering passion which soon bursts into flame . . .

Meanwhile Alison is reunited with her parents, Colonel and Mrs. Redfern (GLEN BYAM SHAW and PHYLLIS NEILSON-TERRY), but she falls accidentally one day in the garden. Her baby is born dead.

Sickened by the way Jimmy has callously abandoned his wife and turned his attention to Helena, Cliff decides to break away and make a fresh start. When Jimmy and Helena go to see him off at the station, they are startled to see a haggard, pale Alison on the platform. Jimmy ignores her and leaves, but Helena realizes the irresistible urge which has brought her back and in an effort to break the relationship with Jimmy for all time, offers to go away with her.

Helena returns to the flat to pack and to tell Jimmy of her plans leaving Alison waiting on the platform.

But when Jimmy hears that his wife really intends leaving him for good, he bolts from the room and rushes headlong out of the house.

Back at the station he and Alison confront one another. Both know it is useless to think of parting. Their lives are tragically bound up together and nothing on earth can break the tie.

(Running Time: 100 minutes)

Come on in...
to the dangerous
little place where
two women and a
man live a kind of
modern madness
they call love.



**"THE
AUDIENCE
WAS
JOLTED
AS IF
THEY'D BEEN
SITTING FOR
2 HOURS
IN AN
ELECTRIC
CHAIR!"**

*That's what
a reviewer
said about
the stage
sensation—
and it's
twice as
jolting
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The story that peels bare the raging emotions of today's angry young generation!

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The husband—
an angry young man



**CLAIRE
BLOOM**

is the actress
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URE**

is the young wife
who invited her to stay



ALSO STARRING

DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE · Based on the play by JOHN OSBORNE · Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON



MAT 303—3 col. x 7 $\frac{7}{8}$ inches (330 lines)


COMBINATION AD and PUBLICITY MAT

ORDER "SPECIAL MAT NO. 1" FROM NSS
Mats 1B & 2A, shown on page 9, also included
in this Special Combination Mat.

As sensational on the screen as
the sensation-loaded stage smash!



FROM
WARNER BROS.


STARRING **RICHARD BURTON** **CLAIRE BLOOM** **MARY URE** 

ALSO STARRING DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE · Based on the play by JOHN OSBORNE
Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON

MAT 201—2 col. x 1 $\frac{7}{8}$ inches (52 lines)

The stage sensation
is on the screen!




PRESENTED BY **WARNER BROS.** STARRING
RICHARD BURTON **CLAIRE BLOOM**
MARY URE 

ALSO STARRING DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE
Based on the play by JOHN OSBORNE · Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON

MAT 101
1 col. x 1 $\frac{7}{8}$ inches (54 lines)

**IT'S LIKE A
2-HOUR JOLT
IN THE ELECTRIC
CHAIR** *That's what a reviewer said about
the stage sensation—and it's
twice as jolting on the screen!*



PRESENTED BY **WARNER BROS.** STARRING
RICHARD BURTON **CLAIRE BLOOM** **MARY URE** 

ALSO STARRING DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE
Based on the play by JOHN OSBORNE · Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON


MAT 207—2 col. x 4 inches (112 lines)

RICHARD BURTON **CLAIRE BLOOM** **MARY URE**



The stage
sensation
is on
the
screen!



FROM **WARNER BROS.**  STARRING DAME EDITH EVANS · GARY RAYMOND · Screenplay by NIGEL KNEALE · Based on the play by JOHN OSBORNE
Produced by HARRY SALTZMAN · Directed by TONY RICHARDSON

MAT 202—2 col. x 3 inches (82 lines)

Dramatic Story Of One Of Today's "Angry Young Men" Told In Exciting New Warner Bros. Film, "Look Back In Anger"

Richard Burton, Claire Bloom Star In John Osborne's Stage Success

"Look Back in Anger," John Osborne's extraordinary hit play, has been made into a motion picture and released by Warner Bros. It will be seen at the Theatre starting

Starring Richard Burton, Claire Bloom and Mary Ure, the film is expected to be greeted with even more enthusiasm than the play, for it tells the explosive story of three people caught up in their own passions and uneasy love.

Richard Burton portrays Jimmy Porter, an "angry young man" with a mixture of sincerity and cheerful malice. He is restless, full of pride and given to blistering remarks which make him few friends. Mary Ure plays his wife Alison, driven to distraction in the small top-floor flat in the northern town in which they live. Claire Bloom, the third member of the triangle, is a young actress whom Jimmy hates with a fire that is but one step behind passion.

Also involved in this intimate relationship is Cliff, played by 22-year-old Gary Raymond, and Jimmy's old friend, Ma Tanner, portrayed by Dame Edith Evans. It is toward her that Jimmy shows his rare flashes of sympathy.

Some two years ago the cult of the "Angry Young Man" burst upon the world, triggered off by an explosive play "Look Back in Anger," which shot its hitherto unknown author, John Osborne, to fame as one of the most talented writers of our decade.

Heading the cast in the role of the unpredictable Jimmy Porter is Richard Burton. Burton's first film was opposite Olivia de Havilland in "My Cousin Rachel," followed by leading roles in "The Rains of Ranchipur," "Alexander the Great," and "The Robe." Recently he completed a starring part in Warner Bros.' "The Bramble Bush," followed immediately with a co-starring role with

Robert Ryan in "Ice Palace," Technicolor film version of Edna Ferber's best-selling novel.

In the role of Helena, beautiful third side of the triangular love affair of Jimmy Porter, is lovely and talented Claire Bloom. She first became prominent when she appeared in Christopher Fry's "Ring Round the Moon." This led to her being cast in Charles Chaplin's "Limelight," for which she received wide critical acclaim. Her other films include "Alexander the Great," "Richard III" and "The Brothers Karamazov."

The part of Alison, Jimmy Porter's long-suffering wife, is no new role for Mary Ure. She created it in England and played it with equal success on Broadway. She is married to John Osborne, author of "Look Back in Anger." "Look Back in Anger" was produced by Harry Saltzman and directed by Tony Richardson, from a screenplay by Nigel Kneale.



Mary Ure and Richard Burton star in Warner Bros.' film version of John Osborne's hit play, "Look Back in Anger," a vivid story of today's "angry young people." Picture is due at the Theatre.

Richard Burton Goes Home—To His Family And Football

Richard Burton is truly an international actor.

His name is equally as well-known in London, Hollywood, New York, Paris, Berlin and Vienna.

He lives—when he's not working—in Switzerland with his wife and young daughter.

But during the time he was in London making Warner Bros.' screen version of John Osborne's international stage success, "Look Back in Anger," which opens at the Theatre, Burton traveled as often as possible to his home town in Wales.

There, he spent his time with his six brothers, looking up old friends and watching his favorite

sport of football. In his home town, local residents who knew him as a boy don't make any fuss when he appears—it's just not the nature of the Welsh to do that. The affection is there, nevertheless.

Following "Look Back in Anger," Burton returned to Hollywood for two more pictures at Warner Bros.—"The Bramble Bush," in which he co-stars with Angie Dickinson and Jack Carson, and "Ice Palace," Technicolor film version of Edna Ferber's best-selling novel.

"Look Back in Anger," co-stars Claire Bloom, Mary Ure, Dame Edith Evans and Gary Raymond.



Richard Burton stars in Warner Bros.' screen version of the John Osborne play, "Look Back in Anger," coming to the Theatre.

Dame Edith Evans Switches From Nun To Cockney Role

Dame Edith Evans, the 71-year-old matriarch of the British theatre, made a quick and violent switch in characterizations for her new role in Warner Bros.' "Look Back in Anger," due at the Theatre.

She plays a blowsy cockney flower vendor in this film, which was only a few weeks removed from her previous role—that of a Mother Superior in "The Nun's Story."

Such breathtaking switches are hardly new to Dame Edith who, for more than 35 years, has been delighting the English theatre-going public as she bounces from Shakespeare to buffoonery. "I've been a Lady MacBeth one night," she says, and a charwoman the next."

Richard Burton, Claire Bloom and Mary Ure head the cast of "Look Back in Anger," based on the play by John Osborne.

Others of the supporting cast of the picture, which was directed by Tony Richardson, include Gary Raymond, Glen Byam Shaw, Phyllis Neilson-Terry, Donald Pleasence, Jane Eccles, S. P. Kapoor, George Devine, Walter Hudd and Anne Dickins.



Claire Bloom stars in Warner Bros.' "Look Back in Anger," film version of John Osborne's sensational hit play, coming to the Theatre.

Housewives' Lesson

There's a lesson for housewives in Warner Bros.' "Look Back in Anger," coming to the Theatre. The ironing board is no place to argue with your husband.

Mary Ure, leading lady in the film, harangues at and is harangued by Richard Burton, her husband, while she irons his shirt. The result, during the heat of the argument, is a badly burned wrist for the lady.

Moral: It's safer to argue at the washing machine.

Burton Blows Trumpet In Film

Richard Burton, who plays a passable piano and sings Welsh songs better than passably, learned to tootle the trumpet for his new screen role in Warner Bros.' "Look Back in Anger," which starts at the Theatre.

"I'm afraid," he admitted, "that I never learned to do it even passably, however."

Burton's trumpet caper is performed in a dingy night club, one of the backgrounds of "Look Back in Anger," an explosive drama based on the play by John Osborne. Tony Richardson directed the film which co-stars Claire Bloom and Mary Ure.

Unusual Actor Uses One Name

There's a one-name man in the cast of "Look Back in Anger," Warner Bros.' film drama based on John Osborne's famous play, which is due at the Theatre.

He is called simply Boxer, and that's the way he is billed, along with more normally named players in the cast like Richard Burton, Claire Bloom and Mary Ure.

Besides being an actor, Boxer claims he operates a coffee house, writes poetry, paints surrealistically and bums drinks.

Tony Richardson directed "Look Back in Anger."

London's Soho Is New Film Setting

Soho is to London what Greenwich Village is to New York, what the International Settlement is to San Francisco and what the Sunset Strip is to Hollywood.

For Americans who have never been to London or Soho, there is a film coming to the Theatre called "Look Back in Anger," in which many of the scenes have been photographed in the Soho area.

That's where the sweat-shirt, blue-jeaned set dance to smoky music and conduct themselves like members of a lost generation.

"Look Back in Anger," a Warner Bros. film, stars Richard Burton, Claire Bloom, Mary Ure and Gary Raymond.

Moment Of Decision

For Claire Bloom, Warner Bros.' "Look Back in Anger," due at the Theatre, can mean a dramatic stepping-stone to top international stardom.

Recently she returned from Hollywood where she starred with Yul Brynner in "The Brothers Karamazov" and "The Buccaneer," but up to now, she is better known for her stage work.

"Look Back in Anger" should change all that. As soon as Claire read the role of Helena, third side of this explosive triangular love story, she knew it was the part for her.

Yet it was a part which required a great deal of courage to play, for it was so alien to anything she had done before.

The part required her to switch moods violently—to become a scheming vixen who hides passionate desire under a cloak of calculated hardness. There was, however, much to be said in favor of the role. It would re-unite her with Richard Burton, her co-star in "Alexander the Great." Also, she would be starring in the film version of a play, the power of which had reverberated around the world.

"Look Back in Anger" stars Richard Burton, Claire Bloom, Mary Ure, Dame Edith Evans and Gary Raymond.

Double Success

Claire Bloom and Richard Burton, two of the stars of Warner Bros.' "Look Back in Anger," both made their names in the same play, at the same time, in London's West End. The play? Christopher Fry's "The Lady's Not For Burning."

"Look Back in Anger," filmization of John Osborne's dynamic play, comes to the Theatre screen, starring Richard Burton, Claire Bloom, Mary Ure and Dame Edith Evans.



Mary Ure, Gary Raymond and Richard Burton are a strange triangle in Warner Bros.' "Look Back in Anger," film version of John Osborne's sensational hit play. Picture also stars Claire Bloom and opens at the Theatre.

Angry Young Men Charter Member Osborne Resigns

Judges, parents, welfare groups and other adults who spend endless hours trying to find a solution to the problem of what to do about our generation of "angry young men" can save themselves a lot of time and trouble by studying the case of celebrated British playwright John Osborne.

Actually Osborne is responsible for tagging the post-war generation of frustrated youths as the "angry young men." His international stage hit, "Look Back in Anger," which Warner Bros. has filmed with Richard Burton, Claire Bloom and Mary Ure starring and may be seen starting next at the Theatre, first used the expression. Critics and newsmen and commentators picked up the phrase and spread it.

Not only was Osborne responsible for the name but he, himself, was the original angry young man. Following the war Osborne was an unsuccessful actor and frustrated playwright. Typically attired in jeans and sweater he spent a goodly share of his time spitting criticism and caustic remarks at his elders. The chip on his shoulder balanced precariously.

Osborne's saving grace was his intense desire to succeed as a playwright and he worked endless hours to perfect his talents. As must happen if one is willing to sacrifice all for the development of his, or her, talent, Osborne's first play, "Look Back in Anger," received a small theatre production. It moved to London's Royal Court Theatre where it became an immediate hit. It moved to Broadway and new success.

As money rolled in and recognition followed Osborne mellowed. He even learned to lower his voice and once in a while smile. People offered friendship and Osborne gradually allayed his suspicion of his elders.

His second hit play, "The Entertainer," followed and Osborne's stock rose. With the increasing recognition and money to spend in his pockets he finally gained a degree of humanness.

As Osborne mellowed he finally began to take notice of the pretty young star who created the wife role in his "Look Back in Anger," Mary Ure, the same beauty who portrays the role in the Warner Bros. film. Love bloomed and marriage followed. Mr. Osborne gave up his final credentials in the society of "angry young men."

Mary Ure Knows Film Role Well

Mary Ure, who portrays the wife of angry young man Richard Burton in the Warner Bros.' filmization of John Osborne's celebrated stage hit, "Look Back in Anger," current Theatre attraction, won the 1956 Variety Clubs of Great Britain best actress award for her work in creating the role she plays in the film on the London stage. She insists that this role is a part of her life.

She originally created the role when it premiered at the Royal Court Theatre in London. She continued in the play throughout the run in the British Isles and then journeyed to America to do the part on Broadway.

When Warner Bros. filmed the offering no other actress was even considered. Her claim that the role is a part of her life should be valid as she is married to John Osborne who authored this smash hit.

Sharing star billing with Miss Ure and Burton in "Look Back in Anger" is Claire Bloom, who enacts the role of Burton's mistress. Tony Richardson, who directed the stage success, directed the picture.

Glen-Byam Shaw Role Proved Most Convenient

Lovely Mary Ure, who co-stars with Richard Burton and Claire Bloom in the Warner Bros.' film version of John Osborne's celebrated stage hit, "Look Back in Anger," which opens at the Theatre, is one of England's most talented stage stars.

On completion of her role in the picture she headed straight for the Shakespeare Memorial Theatre, Stratford-on-Avon, where she starred in a number of plays—working with Sir Laurence Olivier and Vivien Leigh.

Her appearance at the famed theatre, however, proved no problem as all details had been worked out prior to going to Stratford-on-Avon. As a matter of fact they were all settled while she worked on the filming of "Look Back in Anger."

It so happened that the Glen-Byam Shaw who plays Miss Ure's father in the film also happens to be controller of production at the Shakespeare Memorial Theatre.

England's Gary Raymond Unveiled For U.S. Teenagers

American teenagers will get their first real glimpse of one of England's most exciting young actors when they see Gary Raymond in Warner Bros.' daring new feature, "Look Back in Anger," current Theatre attraction. His only previous motion picture appearance was in the period drama, "The Moonraker."

Although Raymond is a newcomer to films he is already an idol of British youngsters as a result of his many stage appearances. It is a tribute that he shares star billing with Richard Burton, Claire Bloom and Mary Ure and Dame Edith Evans in this shocking new picture.

Raymond is over six feet tall, dark, handsome and possesses brooding eyes and a mop of tousled black hair that has British femmes swooning.

Incense Not Sense Solves Set Problem

British stage director Tony Richardson, who makes his film directing debut on the Warner Bros.' drama of sordid love, "Look Back in Anger," Richard Burton-Claire Bloom-Mary Ure starrer which opens at the Theatre, proved himself a man of ingenuity during the photographing of the picture.

A scene being photographed in a London Jazz Club lacked authenticity despite the riotous goings-on of British teenagers as they danced to the wild beat of Chris Barber's Band.

"It should be smoke-filled," stated Director Richardson. "The cigarette smoke doesn't do the trick. Bring in a pan of charcoal and smoke it up." Prop men complied. Smoke clouded the air."

But the result was disastrous. Within minutes every one in the Club was wheezing and coughing. "Blow the smoke out," ordered an assistant.

"Don't blow the smoke," countered Richardson. "Just throw some incense on the charcoal."

A few minutes later the scent of the incense was countering the irritant of the smoke and Director Richardson proceeded to shoot the scene with proper atmosphere.

Where his acting is concerned, he is dead serious. He learned his art at the Royal Academy of Dramatic Arts in London.

In "Look Back in Anger," Raymond portrays the friend of angry young man Richard Burton, a friend who tries to save Burton's marriage to Miss Ure when he senses that Miss Ure's actress friend Miss Bloom is about to move in on her friend's husband. Unfortunately sex and Miss Bloom defeat young Raymond's noble tries and in the end he leaves Burton to make a life of his own elsewhere to avoid the lurid goings-on.

The new film was directed by Tony Richardson who also was responsible for the staging of "Look Back in Anger" as a hit play in London and on Broadway.

Mary Ure, who co-stars with Richard Burton and Claire Bloom in Warner Bros.' film version of John Osborne's celebrated stage hit, "Look Back in Anger," coming Theatre feature, portrays the wife role she depicts in the film more than six hundred times on stage. She starred in both the London and Broadway stagings.

Richard Burton, who co-stars with Claire Bloom and Mary Ure in the Warner Bros.' film shocker, "Look Back in Anger," current Theatre attraction, was born in Wales. He now makes his permanent home in Switzerland on the shores of Lake Geneva...

Gary Raymond, who shares star billing with Richard Burton, Claire Bloom and Mary Ure in the Warner Bros.' film version of John Osborne's celebrated stage hit, "Look Back in Anger," coming Theatre attraction, is the idol of Britain's teenagers.

Claire Bloom, co-starring with Richard Burton and Mary Ure in Warner Bros.' "Look Back in Anger," current Theatre fare, reached stardom in her first picture, Charlie Chaplin's "Limelight."

Dame Edith Evans, who portrays a cockney character in the Warner Bros.' Richard Burton-Claire Bloom-Mary Ure starrer, "Look Back in Anger," coming Theatre feature, recently portrayed the Mother Superior in "The Nun's Story."

Burton Woos Two In Shocking "Anger"

Some of the most tempestuous love scenes filmed since the heyday of the late, great John Gilbert who made film love to Greta Garbo more than a score of years ago are to be seen in the new and shocking Warner Bros.' film, "Look Back in Anger," coming Theatre attraction. British critics bluntly stated that Richard Burton's furious, consuming love making will long give the women theatregoers something to remember. The very violence of the love making is something that perhaps only a woman could understand.

Two women, his wife, Mary Ure, and his mistress, Claire Bloom, are the object of Burton's intense wooing in the screen version of celebrated playwright John Osborne's shocking play, "Look Back in Anger," which scored a tremendous success both in London and on Broadway.

Portraying one of today's frustrated angry young men Burton savagely pours out his vitriolic hatred for his own shortcomings on his unfortunate wife and her friend, who stays on to become Burton's love target when his wife leaves.

Sensitive direction by Tony Richardson who also staged "Look Back in Anger" in London and on Broadway, stays the hand of censors from dropping love scenes from the film.

Uncooperative Cup

A property man on the set of Warner Bros.' filmization of John Osborne's celebrated play, "Look Back in Anger," current Theatre feature, proved he had a sense of humor—but a costly one.

For a domestic argument scene star Mary Ure, mad at her husband Richard Burton, was supposed to smash a tea cup in anger.

Director Tony Richardson ordered "roll 'em." Miss Ure hurled the cup. It bounced but didn't break. Another take—same results. A new cup was handed her. Two more takes failed to smash the cup.

The nameless prop man claims he didn't know the cups were of the unbreakable variety.

"Anger" Locations May Be Familiar

American tourists who have seen London are going to see some of the places they undoubtedly visited when they see the Warner Bros.' film version of John Osborne's celebrated international stage hit, "Look Back in Anger," current Theatre attraction.

Producer Harry Saltzman and Director Tony Richardson, both sticklers for realism, insisted on authentic backgrounds and much of the film was shot on the streets of London.

Some of the location sites where stars Richard Burton, Claire Bloom and Mary Ure were called upon to work include London's off-beat Theatre Royal at Stratford in the East End; exterior and interior of a famed Soho Jazz Club; Kensal Rise Railway Station in London and the Essex Street Market, Romford.

England's Top-Rated Jazz Band in Film

Chris Barber and his Band, one of Britain's top-rated jazz organizations, is featured in several sequences in "Look Back in Anger," Warner Bros.' filmization of John Osborne's celebrated play which opens at the Theatre.

Star Richard Burton, the angry young man in the picture, plays a mean trumpet to blow off steam and finds the Jazz Club at which Barber's Band is featured an ideal place to let loose.

Barber's Band plans an early tour of America.

Co-starring with Burton are Claire Bloom and Mary Ure.

EXPLOITATION

Don't Overlook The Value Of Special Screenings On This Picture

- LOOK BACK IN ANGER, an international stage hit, is popular with Little Theatre and non-professional theatre groups. Why not screen the film for select Little Theatre groups, drama teachers, etc. They'll go away raving about the picture and Burton's performance.
- LOOK BACK IN ANGER has an outstanding Jazz-type musical score. Screen it for music teachers, orchestra leaders, music editors.
- RICHARD BURTON'S interpretation of the Angry Young Man in "LOOK BACK IN ANGER" could well draw comment from sociologists and educators. A screening might start word of mouth and perhaps one of your editors would be interested in a newspaper piece on the subject by a leading doctor.
- ABOVE ALL, show to all columnists, drama editors — everyone who writes for publication.
- SHOW FOR school/college drama editors and drama instructors.

EXPLOITIPS

OPEN UP YOUR NEWSPAPERS WITH THESE IDEAS

- Tickets to newspaper readers who most correctly guess the number of CLASSIFIED ADS that will appear in the newspaper one week hence. Newspaper should carry co-op display ads and editorial stories.
- Interest editor in having reporter do series of stories on local angry young men and how groups compare with England's Jazz Clubs as seen in the picture.
- Contest offers prizes for the best letter, 100 or less words, on why one should not "Look Back in Anger." Or, contest basis can be best analysis of today's angry young men and why they "Look Back in Anger."
- DISPLAY AD TIE-UP. Newspaper ad sellers shouldn't have any trouble selling a co-op page under the heading — "DON'T LOOK BACK IN ANGER." BUY WHERE YOU KNOW QUALITY AND SERVICE IS THE BEST.

FREE TELOPS

Special 8 x 10 Telops—for 10 or 20-second ID spots—available AT NO COST directly from Warner Bros. Layout of art and title allow you locally to imprint station identification and theatre name and playdate.

Order directly from Campaign Plan Editor
WARNER BROS STUDIOS
Burbank, California

BALLYHOO

- Candy Cart similar to one used by Richard Burton in "LOOK BACK IN ANGER" for downtown ballyhoo.
- Hire a young male trumpet player to blow a few blasts on various downtown street corners. Sign on back should read: "See Why I'm Angry — See 'LOOK BACK IN ANGER' at the Theatre."

PROMOTE STREET CAR and BUS CARDS with a card which reads:

DON'T "LOOK BACK IN ANGER"
Ride the Bus and Save Your Temper

COURTESY AUTO WINDSHIELD STICKERS DON'T "LOOK BACK IN ANGER" "Look Ahead - Drive Safely"

DISC JOCKEYS

Furnish disc jockeys with limited number of tickets to give to listeners who phone in correct answers to questions about "LOOK BACK IN ANGER."

TV PANELS

Arrange with mediator of local TV panel show to screen "LOOK BACK IN ANGER" for panelists. The mediator shouldn't have any trouble getting a controversial discussion started on the air.

WINDOW DISPLAYS HELP SELL THOSE TICKETS

Window Display Tie-ups:

- Richard Burton, the picture's star, is a candy vendor in the film. Use stills for candy store windows.
- Good stills show Burton playing a trumpet. Also, there are instrument stills with Chris Barber and his Jazz Band for music store displays.
- Shot in England, many stills feature well-known London sites. Set display for travel bureaus and airlines.
- "LOOK BACK IN ANGER" was a smash hit on Broadway and in London. It is especially popular with little theatre groups. Book stores have copies of the John Osborne play.
- Tie-ups with foreign car dealers handling English cars for newspaper ads on show window displays.
- Department store recreates the Soho apartment lived in by Richard Burton, Mary Ure, Gary Raymond and Claire Bloom in "LOOK BACK IN ANGER." It would make an attention-getting window for the store and your theatre.

Coast-To-Coast BANTAM BOOKS Promotion

John Osborne's absorbing play is now in Bantam Book form — with a dramatic cover that plugs the picture. Make the book work for you — use tie-up displays at all points-of-sale: drug and department stores, newsstands, transportation depots — wherever Bantam books are sold.

What the critics said about the play:

"Savage drama . . . Most vivid play of the decade!"
—THE NEW YORK TIMES

"Absorbing and powerful . . . a work of distinction and enormous impact!" —NEW YORK POST

Remember — THE BOOK IS BIG SELL!

FOR YOUR RADIO CAMPAIGN

Two one-minute spots and two twenty-second spots available. Record free. Make the most of them—they're big sell!

Order yours NOW directly from:
THADDEUS SUSKI PRODUCTIONS
124 East 73rd Street
New York 21, N. Y.

A Reminder . . .

Do all you can to promote Richard Burton. This will help you later . . . he's coming up next year in two pictures from Warner Bros. — "The Bramble Bush" and "Ice Palace."

POSTERS AND ACCESSORIES

6-SHEET

ORDER ALL CAMPAIGN MATERIAL FROM NSS

3-SHEET
INSERT CARD

ALSO AVAILABLE
EIGHT 11 x 14's
IN COLOR
and
WINDOW CARD

22 x 28
SLIDE ALSO AVAILABLE

40 x 60Y
ONE-SHEET

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Nominated for an Academy Award.

BEST ACTOR OF THE YEAR!

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A FRED KOHLMAR PRODUCTION

PAUL · DAVID MUNI · WAYNE

The Last Angry Man

with
BETSY PALMER · LUTHER ADLER · CLAUDIA McNEIL · JOBY BAKER
Screenplay by GERALD GREEN based on his novel
Adaptation by RICHARD MURPHY
Directed by DANIEL MANN · Produced by FRED KOHLMAR



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The Last Angry Man

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The Last Angry Man

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Screenplay by GERALD GREEN based on his novel
Adaptation by RICHARD MURPHY
Directed by DANIEL MANN
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The Last Angry Man

with
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Screenplay by GERALD GREEN based on his novel
Adaptation by RICHARD MURPHY
Directed by DANIEL MANN · Produced by FRED KOHLMAR

Ad Mat 206—190 Lines

USE THESE ADS

Between Now and 'Oscar Night' ... April 4, 1960!
And, the day after the Academy Award winners are announced, these same ads may be used again—in the event Paul Muni is named "best actor of the year"—simply by removing the line, "Nominated for an Academy Award." If possible, add an Oscar!

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